



Rep Order# 6851201 Ver# 1 Status New  
EC'd Yes

Traffic Order#

2 of 7

Printed: 09/11/2012 11:05 AM  
Last Received: 09/11/2012 9:50 AM  
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.  
Advertiser ( ) OBAMA FOR AMERICA  
Product BARACK OBAMA  
Estimate# 1536  
Buyer MAURA GILROY  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1536  
Flight Dates 09/12/2012 - 09/17/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	W-F	1P-2P	Days of Our Lives	:30	\$125.00	09/12-09/14	6	1	6	\$750.00	
				Buyline Comment: DAYS OF OUR LIVES								
	10	M	1P-2P	Days of Our Lives	:30	\$125.00	09/17-09/17	2	1	2	\$250.00	
				Buyline Comment: DAYS OF OUR LIVES								
	11	W-F	2P-3P	The Doctors	:30	\$50.00	09/12-09/14	6	1	6	\$300.00	
				Buyline Comment: THE DOCTORS								
	12	M	2P-3P	The Doctors	:30	\$50.00	09/17-09/17	2	1	2	\$100.00	
				Buyline Comment: THE DOCTORS								
	13	W-F	3P-4P	Maury Povich	:30	\$100.00	09/12-09/14	6	1	6	\$600.00	
				Buyline Comment: MAURY POVICH								
	14	M	3P-4P	Maury Povich	:30	\$100.00	09/17-09/17	2	1	2	\$200.00	
				Buyline Comment: MAURY POVICH								
	15	W-F	4P-5P	Anderson Cooper	:30	\$125.00	09/12-09/14	6	1	6	\$750.00	
				Buyline Comment: ANDERSON COOPER								
	16	M	4P-5P	Anderson Cooper	:30	\$125.00	09/17-09/17	2	1	2	\$250.00	
				Buyline Comment: ANDERSON COOPER								
	17	W-F	5A-6A	Early AM News	:30	\$300.00	09/12-09/14	6	1	6	\$1,800.00	
				Buyline Comment: EARLY AM NEWS								
	18	M	5A-6A	Early AM News	:30	\$300.00	09/17-09/17	2	1	2	\$600.00	
				Buyline Comment: EARLY AM NEWS								
	19	W-F	6A-7A	AM News	:30	\$700.00	09/12-09/14	6	1	6	\$4,200.00	
				Buyline Comment: AM NEWS								







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Estimate# 1536    Agency C/P1/P2/E 95/101/1536    Salesperson Phone# 215-567-6005  
Buyer MAURA GILROY    Flight Dates 09/12/2012 - 09/17/2012    Salesperson FAX# 215-567-5938  
Phone#    Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	53	SA	8P-11P	VARIOUS PRIME ENCORES	:30	\$100.00	09/15-09/15	6	1	6	\$600.00	
	Buyline Comment: VARIOUS PRIME ENCORES											
	54	W-F	1235A-135A	JIMMY FALLON	:30	\$50.00	09/12-09/14	4	1	4	\$200.00	
	Buyline Comment: JIMMY FALLON											
	55	M	1235A-135A	JIMMY FALLON	:30	\$50.00	09/17-09/17	1	1	1	\$50.00	
	Buyline Comment: JIMMY FALLON											
	56	SU	815P-1130P	SUNDAY NIGHT FOOTBALL	:30	\$2,500.00	09/16-09/16	1	1	1	\$2,500.00	
	Buyline Comment: SUNDAY NIGHT FOOTBALL											
	57	SU	12A-1A	LEVERAGE	:30	\$15.00	09/16-09/16	2	1	2	\$30.00	
	Buyline Comment: LEVERAGE											
	58	SU	7P-815P	FOOTBALL NIGHT IN AMERICA	:30	\$700.00	09/16-09/16	1	1	1	\$700.00	
	Buyline Comment: FOOTBALL NIGHT IN AMERICA											
	59	SU	7A-8A	SUNDAY AM NEWS	:30	\$200.00	09/16-09/16	2	1	2	\$400.00	
	Buyline Comment: SUNDAY AM NEWS											

--REPORT TOTALS--  
Report Totals: 189 / \$59,205.00

--SALES MONTHLY TOTALS--  
  
Sep 12: 189 / \$59,205.00  
Sales Totals: 189 / \$59,205.00  
Station Totals: 189 / \$59,205.00

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Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$185,016

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12  
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

-- CREDIT RISK --

CASH IN ADVANCE

CATV 0%    WAVY 32%    WPXV 0%    WTKR 14%  
WTVZ 7%    WVBT 23%    WVEC 21%